

## Application and Selection Deadlines:

## MINNEAPOLIS HEALTHY CORNER STORES

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- **December 31, 2013:** Deadline to submit completed applications.
- **January 13– 17, 2014:** Program staff will conduct store visits with top finalists.
- **January 25, 2014:** Stores notified of acceptance into program.

If you need this material in an alternative format please call the Minneapolis Health Department at 612-673-2301 or email [health@minneapolismn.gov](mailto:health@minneapolismn.gov). Deaf and hard-of-hearing persons may use a relay service to call 311 agents at 612-673-3000. TTY users may call 612-673-2157 or 612-673-2626

Attention: If you have questions regarding this material please call the Minneapolis Health Department.

Hmong- Ceeb toom. Yog koj xav tau kev pab txhais cov xov no rau koj dawb, hu 612-673-2800;

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*Want more information?*

*Have questions?*

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[www.minneapolismn.gov/health](http://www.minneapolismn.gov/health)

Helping to bring fresh and  
healthy foods to your store!



Now  
accepting  
applications  
for  
2014!

- Sell healthy foods!
- Make a profit!
- We will show you how!

# The Minneapolis HEALTHY CORNER STORE Program Wants You!

The Minneapolis Healthy Corner Store Program, an initiative of the Minneapolis Health Department,



provides free assistance to small licensed grocery stores to improve the availability, visibility, and affordability of healthy foods.

## 2014 Program:

- 10 Stores will be selected
- Program will run January 2014 through June 2015

## Who is Eligible?

- Corner and convenience stores
- Small grocers
- Gas stations
- Dollar stores
- Pharmacies

## Membership is FREE!

### Selected stores receive:

- Tips and help from a grocery store expert on healthy food merchandising and point-of-sale system operations
- A FREE store “make-over” from a grocery store expert on merchandising and store layout to maximize visibility of fresh and healthy foods
- FREE display baskets and promotional signs to highlight healthy foods
- Access to low-interest loans to purchase coolers or refrigeration units to display healthy foods
- Opportunities to connect with local, affordable produce wholesalers and other options for sourcing healthy foods
- FREE advertising and marketing about the program in a citywide campaign that will include your store
- Support from local community organizations and community members that will hold customer events or promotional activities to highlight your store



### Past Program Highlights:

- Over 39 stores have participated
- Stores report attracting more customers and increasing their sales of produce
- Stores have the opportunity to serve their community by providing nutritious and healthy foods.



*Display and merchandising assistance for your store.*